

GREATER LONDON AUTHORITY

REQUEST FOR MAYORAL DECISION – MD1309

Title: GLA Food Economy Programme 2013-14

Executive Summary:

MD994 signed in May 2012 confirmed the allocation of funding for the Mayor's Food Programme for 2012-15 and approved the budget for 2012/13. The MD agreed that following years' programme would be subject of further approvals.

Since May 2012 the Food Programme has continued successfully to deliver initiatives that support London's food economy and increase the health and sustainability of food in London. The Programme for 2013/14 has already attracted the commitment of considerable external funding from the Lottery, the Department for Education and from the private sector for projects that will increase greatly the impact of GLA investment. Approval for 2014/15 food programme budget will be the subject of a further MD following the conclusion of GLA budget prioritisation discussions early in 2014.

Decision:

The Mayor approves:

1. Expenditure of £370,000 towards the remaining projects of the Food Programme for 2013/14 (of which £330,000 net GLA); and
2. The GLA's entry into:
 - a partnership agreement with Garden Organic for its "Food Growing in Schools London" project and a funding agreement for the GLA's contribution of up to £30,000 this financial year. £30,000 for the next financial year for that project will be subject to separate approval in GLA budgetary prioritisation rounds;
 - receipt of £40,000 from Mars UK in the current financial year, and £80,000 in the next financial year, to be included in;
 - a grant agreement with a break clause with the Plunkett Foundation for a two-year programme including £120,000 this financial year and £220,095 next financial year to deliver the Urban Food Routes Project. Next year's expenditure will be subject to separate approval in GLA budgetary prioritisation rounds.

Mayor of London

I confirm that I do not have any disclosable pecuniary interests in the proposed decision, and take the decision in compliance with the Code of Conduct for elected Members of the Authority.

The above request has my approval.

Signature:



Date:

4/2/2014.

PART I - NON-CONFIDENTIAL FACTS AND ADVICE TO THE MAYOR

Decision required – supporting report

1. Introduction and background

1.1 The London Food Board (a non-statutory advisory board) was established in 2004 to lead on food matters in the capital. It advises the Mayor in the delivery of his Food Programme on the implementation of the London Food Strategy under six priority areas which are:

- Ensuring commercial vibrancy;
- Engaging Londoners;
- Levering the power of procurement;
- Developing regional links;
- Delivering healthy schools; and
- Reducing waste.

The Food Programme benefits from the leadership shown by the Chair of the London Food Board and the Board's wide ranging and influential membership. The London Food Board adds considerable value to investment on food-related work through thought leadership, network facilitation and leveraging in additional funding.

1.2 MD994 signed in May 2012 confirmed the allocation of funding for the Food Programme for 2012-15 and approved the budget for 2012/13. The MD confirmed that following years' programme would be subject of further approvals.

2. Objectives and expected outcomes

2.1 The food programme in 2013/14 will help London to:

- Have a food system that offers opportunities for food businesses, for people to be trained to enter employment in the food sector, and for food in London to be a positive force for the health, the environment and community cohesion of the city.
- Have a network of safer, highly-engaged communities working together to improve the quality of life for all residents, delivering Team London agenda.
- Continue to be a world-class exponent of urban food policy, using the best of private, public and third sectors to make the food system work better for London's economy, health and environment.

In March 2013 the food team moved from the Environment Team to the Economic and Business Policy Unit (EBPU), reflecting the increased focus of the work on growing London's food economy and supporting skills and jobs and growth within the sector.

2.2 The expected outcomes for the food programme in 2013/14 are:

Project	Outcomes 13/14
Community Food Growing and Social Enterprise	200 new spaces, support for 70 social enterprises, 2000 volunteers
Every School a Food Growing School London	Baseline study complete, project launched
Business Food Waste	57 SMEs supported
Good Jobs in Food	500 new apprentices
Urban Food Routes	20 businesses supported
London Food Board	2 Board meetings per year, 8 Implementation Group meetings

2.3 The budget for the food programme 2013/14 is:

Project	Budget 13/14	Income	External Leverage 13/14	Approvals Status
Community Food Growing & Social Enterprise	£50,000		£150,000 (various)	Approved ADD23
Every School a Food Growing School London (part of Food Programme Development Fund)	£30,000		£200,000 (Big Lottery)	Approval sought in this MD
Business Food Waste	£50,000 (vired to GLA Waste Team)		£250,000 (ERDF)	Approved MD1149
Good Jobs in Food	£40,000			Approval sought in this MD
Food High Street	£80,000			Approved DD970
Urban Food Routes (phase 2 Food High Street)	£80,000	£40,000 (Mars)		Approval sought in this MD
London Food Board Events and Research	£20,000			Approved via DARs: Good Food for London Report - £10,000, Pig Idea £5,000, Food Poverty Research, £2,000
Staff costs	£180,000			Approval sought in this MD
Total	£530,000	£40,000	£600,000	

3. Planned approach

3.1 The GLA Food Team

The Food Team (2 x full time staff) will continue to oversee the delivery of the programme with support from teams across the GLA. Food as a programme area touches many policy areas and the team has built a strong collaborative approach across EBP. The team supports the effective running of the London Food Board which advises the Mayor on food issues through its chair Rosie Boycott.

3.2 The London Food Board and Chair

The Food Team will organise two full Board meetings and eight Implementation Group meetings each year to provide advice and guidance to the Food Programme and the Mayor. The Board will undertake research and analysis to provide guidance for the Food Programme and monitor its impact.

3.3 Community Food Growing and Social Enterprise

Building on the successful delivery of the Capital Growth Mayoral target of 2,012 new food growing spaces by the end of 2012 the Food Programme will continue to support Capital Growth's ongoing function as the network for urban food growers in London. This will include the development of new spaces, engagement of Londoners as volunteers on such projects and the development of established community projects into social enterprises. The programme will support a range of activities to help community groups to develop means of income generation for their projects while helping established food SME's to raise their profiles and develop market share through the platform of Urban Food Fortnight. The Food Programme will continue to engage Sustain – the alliance for better food and farming - in the delivery of this programme of work.

3.4 Every School a Food Growing School London

Garden Organic led a DEFRA funded taskforce in 2011 which highlighted the range of beneficial impacts of integrating food growing into wider school activities. Over the past two years the food team has worked with Garden Organic to build on a key legacy from the Capital Growth initiative – to promote food growing in schools. Of the more than 2,000 community food growing spaces created as a part of Capital Growth, over 600 are in educational settings. Since the launch of the Taskforce report the chair of the London Food Board has worked to promote the idea of trialling an initiative in London to get every school in London engaged in food growing. Garden Organic applied to the Big Lottery and were successful in securing a grant of £800,000 to help all schools in London to become food growing schools.

The GLA Food Team has chosen to grant fund this project (from its Food Programme Development Fund) as it meets numerous London Food Strategy and Mayoral objectives. The small amount of grant funding (relative to the total funding for the project) ensures that the GLA has an active stake in a project that will benefit thousands of London school children. Garden Organic are uniquely placed to deliver this initiative because of their long track record in the field, their comprehensive knowledge base (built through the coordination of the DEFRA task force) and the considerable resources they have now secured from the Big Lottery.

The Food Growing Schools London Project was launched on the 9th of August and will run for three years. The project will be led by Garden Organic but will be delivered as a partnership. The other members of the partnership are: Food for Life Partnership (FFLP); Royal Horticultural Society (RHS); Let's Grow (WM Morrisons PLC); and Capital Growth (a project of Sustain – the alliance for better food and farming). As a partner in the project the GLA will contribute up to £30,000 funding in

2013/14. The GLA will also be expected to be a member of the project Steering Group and sit on the Development and delivery Group. Further details of the GLA's role and responsibilities are outlined in Appendix 2 – The Partnership Agreement.

3.5 Business Food Waste

The GLA Food Team has supported the establishment of this ERDF funded project via provision of advice and guidance on the Project Advisory Group and via match funding of £50,000 annually. The project aims to support 240 small and medium enterprises in London to save money and reduce food waste. The GLA Environment Team is leading on delivery.

3.6 Good Jobs in Food

- The GLA food team is working in partnership with the British Hospitality Association (BHA) to maximise the impact that hospitality growth can make in London. Hospitality offers huge employment numbers, and is one of the few industries that continued to grow jobs even during the recession – and projections showing healthy growth in the long term.

BHA has pledged to create 60,000 new jobs, apprenticeships or work placements by the end of 2014 (up to a third of these in London).

3.7 Urban Food Routes

Urban Food Routes is a project run by the Plunkett Foundation, and supports SMEs in London's food sector. It meets key Mayoral priorities around jobs, skills and economic growth.

The project will include business support tools, and two rounds of grant funding for which London food businesses will be invited to apply. The project will work with successful applicants to expand their profitability, create jobs, apprenticeships, training and volunteering opportunities, increase the provision of affordable, healthy food in London and strengthen the diversity of the capital's food sector.

The Plunkett Foundation has a strong track record of working with small food businesses across the country and unrivalled expertise in this field. With their involvement and track record the project will bring great benefit to London's food SMEs and therefore the GLA Food Team has selected this project for grant funding.

The GLA's involvement in the project has attracted the interest of Mars UK, who will be contributing £40k in the current financial year as well as in-kind contributions, which will enhance the effectiveness of GLA's contribution to the project of £80k this financial year. Private sector involvement will help to maximise the impact and scope of the programme, enabling Plunkett to support 20 businesses in 2013/14

The project will provide business advice, award grant funding to help businesses grow and signpost businesses towards existing SME business support services in London. The project will include a mentoring/start-up support programme for urban agriculture groups and retail schemes, financed by a revolving loans fund.

The project will have a major impact on urban food-growing social enterprises in London, building upon the work that the highly-successful Capital Growth project helped to develop,

The Plunkett Foundation is pre-eminent in the field of supporting community food enterprises in urban areas. They will:

- provide a flexible support package tailored to the individual needs of the business
- co-ordinate the whole project include project plans (working with the partners to ensure all activity was highly co-ordinated and effective)
- co-ordinate the project Steering Group
- provide up bespoke business advice and support e.g. one-to-one meetings, study visits etc to each business
- manage distribution of grants to successful applicants and design of Memoranda of Understanding with those businesses
- provide regular reports to GLA and private sector partners
- administer an annual Awards programme for outstanding London food businesses
- involvement with marketing activities, with Sustain leading this work
- provide full evaluation of project

The GLA food team will work closely with colleagues in the GLA regeneration team to ensure that this work complements and informs work being developed for future phases of the Outer London Fund and other relevant regeneration programmes.

4. Other considerations

4.1 Links to strategies and Mayoral and corporate priorities

In terms of Mayoral Strategies, individual projects will contribute towards:

- The Mayor's Jobs & Growth Plan
- Implementation of all the priorities of the Mayor's Food Strategy: Healthy and Sustainable Food for London
- A major contribution to the Team London objectives to encourage and enable Londoners to volunteer in their communities
- Food-related elements of the Health Inequalities Strategy particularly on childhood obesity and food access.
- Mayor's Business Waste Strategy – commercial food waste offers considerable potential to divert waste from landfill, with positive commercial and environmental benefits
- Economic Development Strategy – food is major employer and offers significant training and apprenticeship potential as well as high potential to increase business start-ups and innovation
- The London Plan, including policies on land for food, and emerging Supplementary Planning Guidance documents on lifetime neighbourhoods and access to fresh food

4.2 Impact assessments and Consultation

As part of the development process the London Food Programme for 2012 to 2015 the Food Team undertook wide consultation with the Food Board and its Executive Group.

During the development of the original London Food Strategy a Health Impact Assessment, an Equalities Impact Assessment and a Sustainability Impact Assessment were undertaken.

4.3 Risk

The GLA will manage the overall operational aspects of the programmes, using its standard corporate approach to project management. A full risk register can be found in the Stage 2 IPB paper appended to this paper.

5. Financial comments

Background

5.1 Approval is being sought to approve the overall London Food Programme for 2013-14, and more specifically for the remaining projects for which separate approval have not yet been sought. These are as follows:

- A partnership agreement with Garden Organic in relation to its Food Growing in Schools project and a funding agreement relating to the GLA's provision of match funding of up to £30,000 in the 2013-14 financial- year.
- A grant award to the Plunkett Foundation for up to £120,000 relating to its Urban Food Routes Project in 2013-14 and in principle £220,095 for the 2014-15 financial-year.
- The receipt of £40,000 from Mars UK towards the Urban Food Routes Project in 2013-14 and a further £80,000 in the 2014-15 financial-year.

Cost & Budget

5.2 The overall estimated gross cost of the London Food Programme in 2013-14 is £570,000 and the net cost to the GLA is £530,000. The balance of £40,000 is to be funded via the contribution from Mars UK towards the Urban Food Routes Project. An estimated project budget for 2013-14 is shown below:

Project Expenditure	£000
Community Food Growing & Social Enterprise	50
Food Growing in Schools	30
Business Food Waste	50
Good Jobs in Food	40
Food High Streets	80
Urban Food Routes	120
London Food Board	200
Total Gross Expenditure	570
Income	
Mars UK (Urban Food Routes Project)	(40)
Total Income	(40)
Net Cost to the GLA	530

5.3 The GLA's net cost of £530,000 will be funded from the existing 2013-14 Food Programme budget held within the Economic Business Policy Unit and the receipt of income from Mars UK will be accounted for within the same budget. It should be noted that MD1149 approved the transfer of £50,000 from the Food Programme budget to the Waste Team for the ERDF Business Food Waste Project. Consequently, the Net Food Programme budget will total £480,000 with the balance of £50,000 accounted for within the Waste budget.

5.4 It should be noted that the Food Programme will leverage other funding as indicated within paragraph 2.3 of this report. With the exception of the Mars UK funds, the other income totalling £600,000 will not be accounted for within the GLA's accounts, rather these will be sourced directly by project partners as advised by the Economic Business Policy Unit.

5.5 This report also makes note of further GLA contributions to the 'Food Growing in Schools London' project (£30,000) and the grant agreement with the Plunkett Foundation (£220,095) in the 2014-

15 financial-year. These contributions will be subject to Authority's budget process for 2014-15 that is currently underway. Consequently, officers are reminded not to make formal commitments upon the 2014-15 budget until approval has been confirmed.

- 5.6 Any changes to this proposal, including budgetary implications and other specific project expenditure will be subject to further approval via the Authority's decision-making process for which delegation to the Executive Director of Development, Enterprise & Environment is also being sought. All appropriate budget adjustments will be made.
- 5.7 The Economic Business Policy Unit within the Development, Enterprise & Environment Directorate will be responsible for managing this programme and ensuring that all activities adhere to the Authority's Financial Regulations, Contracts & Funding Code, Expenses & Benefits Framework and Funding Agreement toolkit.

6. Legal Comments

- 6.1 Under section 30 of the Greater London Authority Act 1999 (the 'Act') the mayor, acting on behalf of the GLA, is entitled to do anything that he considers will further the promotion, within Greater London, of economic development and wealth creation, social development and the improvement of the environment.
- 6.2 Furthermore, section 34 of the Act allows the GLA, acting by the mayor, to do anything which is calculated to facilitate, or is conducive or incidental to, the exercise of any functions of the GLA exercisable by the mayor. In this case, the approval of the London Food Programme, the delegation of authority to the relevant executive director and the GLA's entry into partnership agreements and funding agreements relating to among other things the teaching of food growing in schools and the increasing of the provision of affordable, healthy food in London may be viewed as calculated to facilitate social development in Greater London.
- 6.3 Paragraph 4.8 of the GLA's Contracts and Funding Code requires that funding be distributed fairly, transparently and in accordance with the GLA's equalities obligations. To this end, the officers have set out in paragraphs 3.4 and 3.7 above how they have met the said requirements in selecting Garden Organic and the Plunkett Foundation as its funded partners. Furthermore, the officers must ensure that an appropriate funding agreement be put in place between the GLA and each of its funded partners.

7. Investment & Performance Board

IPB received a paper on the activities and spend of the London Food Economy Programme at its 7 February 2013 meeting which were approved in principle.

Appendices and supporting papers:

Appendix 1 – MD994

Appendix 2 - Draft Partnership Agreement with Garden Organic for Food Growing in Schools London project

Public access to information

Information in this form is subject to the Freedom of Information Act 2000 (FOI Act) and other legislation. Part 1 of this form will be made available on the GLA website within 1 working day of approval.

Part 1 deferral: any fact or information whose release before a specific date would compromise the implementation of the decision may be included in Part 1, with Part 1 being deferred until after that date. Deferral periods should be kept to the shortest length strictly necessary.

Is the publication of this approval to be deferred? NO

If YES, for what reason:

Until what date:

Part 2 confidentiality: any fact and advice that should not be automatically made public should be in the separate Part 2 form, together with the rationale for confidentiality.

Is there a part 2 form – NO

ORIGINATING OFFICER DECLARATION:

Tick to indicate approval (✓)

Drafting officer:

Mark Ainsbury has drafted this report in accordance with GLA procedures and confirms the following have been consulted on the final decision.

✓

Assistant Director/Head of Service:

Mark Kleinman has reviewed the documentation and is satisfied for it to be referred to the Sponsoring Director for approval.

✓

Sponsoring Director:

Fiona Fletcher-Smith has reviewed the request and is satisfied it is correct and consistent with the Mayor's plans and priorities.

✓

Mayoral Adviser:

Rosie Boycott has been consulted about the proposal and agrees the recommendations.

✓

Advice:

The Finance and Legal teams have commented on this proposal.

✓

EXECUTIVE DIRECTOR, RESOURCES:

I confirm that financial and legal implications have been appropriately considered in the preparation of this report.

Signature

M. J. Allen

Date

31.1.14

CHIEF OF STAFF:

I am satisfied that this is an appropriate request to be submitted to the Mayor

Signature

Edmund H. L.

Date

03:02:2014

